

**SHOULD WE
UNSHRINK
MICROSOFT?**

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**“Sure there have been
deaths and injuries in
boxing – but none of
them **serious.**”**

Alan Minter

**“I would not be
bothered if we **lost**
every game as long as
we **won** the league.”**

Mark Viduka

You are here



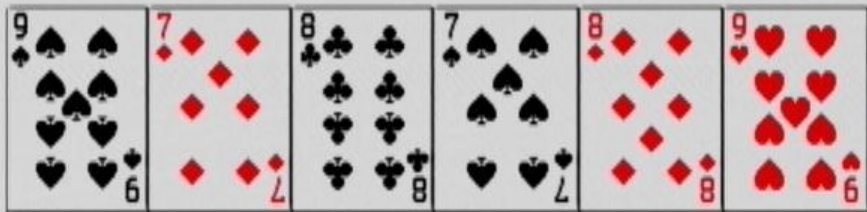
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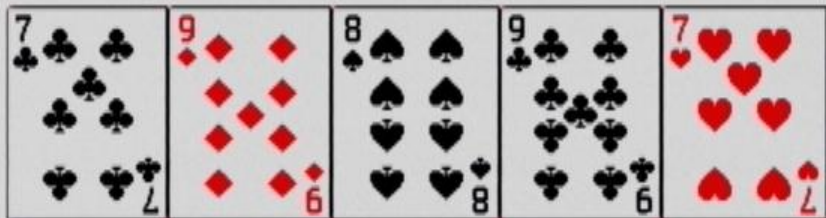












HAVE A SEAT, MR. FROG... THESE
X-RAYS MAY COME AS A SHOCK
TO YOU...



**WHY
PEOPLE
HATE
MICROSOFT**

Hate Microsoft	10,700	Hate Macromedia	34
Love Microsoft	3,110	Love Macromedia	246
Hate Intel	357	Hate Sony	592
Love Intel	395	Love Sony	2,790
Love Mac	5,980	Love AMD	608
Hate Mac	730	Hate AMD	111
Hate Linux	1,020	Hate Netscape	1,540
Love Linux	8,650	Love Netscape	611
Love IBM	581	Hate AOL	3860
Hate IBM	206	Love AOL	905
Hate Google	138	Hate Napster	260
Love Google	8,378	Love Napster	1,888

"Taken to its logical conclusion, Microsoft's claim that it has the right to keep Kennedy from disclosing his results is tantamount to saying the company can keep Road & Track from testing the performance of a car that has a little bit of Microsoft software embedded somewhere."

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RAGE AGAINST THE MACHINE



“I might call it deep-seated hatred.”



**"The world views him as one of its
more aggressive predators, he sees
himself as defenceless now"**

1. MICROSOFT is a disease? (Pair of using it)



"Microsoft is like a disease, please
understand it is hard for me to write or
even pronounce the word "Micro\$oft" "

"My friends all think I'm a **Servant of Satan** because I get my pay check from Microsoft. I want to be able to attend a party and proudly say 'I work for Microsoft' without worrying about being **ambushed** by a posse of Linux or Mac zealots. I want to be able to attend a family reunion and boast about my Microsoft employment without everybody asking for my help troubleshooting all these weird **Windows problems** they keep having... But right now I have to **lie about my job**. I can't keep living this deception forever! I want to be able to sleep at night! **Why does the public hate us so much?** I'm sick of ethical dilemmas!"

"But you guys—and with all due respect—are considered evil bastards. I mean, that's what you're about. Everybody hates you. Why is that? Why the difference in perception? How does it affect you personally, and how does it affect the way you guys do business going forward?"

McDonalds Coke Fly Terminator Whale Surfer at the
End of A Long Day Borg Glacier Federal Gov't
American Idol Crocodile Russian Front Dog With
Bricks Tied To It's Head Matrix Agents Car Company
Snake Oil Sales Man Obi-Won Capricious elephant Kid
Who Grew Up Too Fast The Weather Runner Opening Up
Lead Ill-tempered Sea Bass with Lasers Attached To Their
Heads Vegas Casino Japanese Company A Cult of Bill
World Trade Centre Incubator of Ideas Old Weathered
Gunfighter Wounded Tiger Kmart Steed of the Nazgul Bad
Analogy Factory Playing Pinball The Military Barbarians
Battleship Nerf Ball Shark Sawdust with Turpentine Sauce
Mr Toad Abusive Girlfriend CIA Hydra America's Shining
Star Devil Crack Dealer Troll Startup with One Venture
Capitalist Dentist for T-Rex intellectual Roach Motel
Paranoid Elephant Fleet of Small Ships Peacocks
Communism Darth Vader Rabid Wolf Cocoon Islam Bad
Child Heinz Disease Religion Marriage USA Old Lover
Tortoise Who Won The Race Starfish Abusive Husband
Dictatorship Brick Wall Dance of The Black Widow Mafia

One is, how do we make nicey-nice? I agree. One is, they're nothing, screw them. The third option is, they're something; how do we really compete aggressively? And I would venture number three as a more likely scenario. It is out of respect that we compete.

"The teachers are saying, Johnny, you are three times bigger than anybody else in this class. John, I'm going to watch you, because if you even fall down wrong, let alone beat some other kid up, you're going to hurt him. So I'm watching you, Johnny. Now don't fall over, Johnny, or we'll put you on a diet, or we'll do something to you, Johnny. That's the analogy that applies here. Johnny hasn't been a bad kid. At least, not my Johnny."



'My own garden is my own garden,' said the Giant; 'any one can understand that, and I will allow nobody to play in it but myself.'

**WHY
SHOULD
YOU CARE?**

“[Big] companies are NOT
'super' innovative and DON'T
produce reliable products. Do
you really need the next
version of Office? I don't think
so. The only thing that sells
software these days is the
innovation factor”

"Linux is reliable -- it never crashes, it's secure. Wouldn't it be sweet if the market was more like Linux."

"They spend less, and they get more. What could be better than that?"

"You've got thousands of the best programmers in the world poring over Linux code, incorporating everything that we've all learned about how to build a better operating system."



Microsoft has hired some damn good programmers, engineers and designers. But they **don't have** a monopoly or even have the majority."



"If you stand and watch for six hours, you'll see the whole thing," he said, his voice conveying a slight hint of awe at the magnitude of what Netscape, the company he founded, is giving away."

20:1

"I predicted that the Linux kernel will become the Windows kernel, with the Windows GUI attached as a front end, thereby eliminating the need to do any further development on the kernel and saving all of that programming cost"

“Macromedia's support among developers is likely to be its biggest asset in bridging the gap between the desktop and the browser.”

“They've thrown the ball out onto the playing field without really knowing where it's going to go”

"What is maddening, is the terrible notion that a person's value depends on how important and financially successful they are, and that that is measured in terms of money."

"It's no wonder Rafi Khan wanted to spend his summer here on Microsoft Corp.'s lush, green campus: Shuttles move workers from one office building to another, and there are gym memberships, cable and maid service - all for free.

The problem for Khan was that thousands of others wanted the same thing. For those in the computer sciences, Microsoft is the Emerald City of internships."

"Microsoft has such a unique atmosphere that once you're there and it clicks with you, that's the **only place** you want to develop software."

"Recovering from current external perceptions of Microsoft as a paranoid, untrustworthy, greedy, petty, and politically inept organization will take years. Being the lowest cost commodity producer during such a recovery will be arduous, and will have the side-effect of changing Microsoft into a place where creative managers and accountants, rather than visionaries, will call the shots."

"There is a new frontier, where software "collectives" are being built with ad hoc protocols and with clustered devices. Robotics and automation of all sorts is exposing a demand for sophisticated new ways of thinking. Consumers have an unslakable thirst for new forms of entertainment. And hardware vendors continue to push towards architectures that will fundamentally change the way that software is built by introducing fine-grained concurrency that simply cannot be ignored. There is no clear consensus on systems or application models for these areas.

Useful software written above the level of the single device will command high margins for a long time to come.

Stop looking over your shoulder and invent something!"

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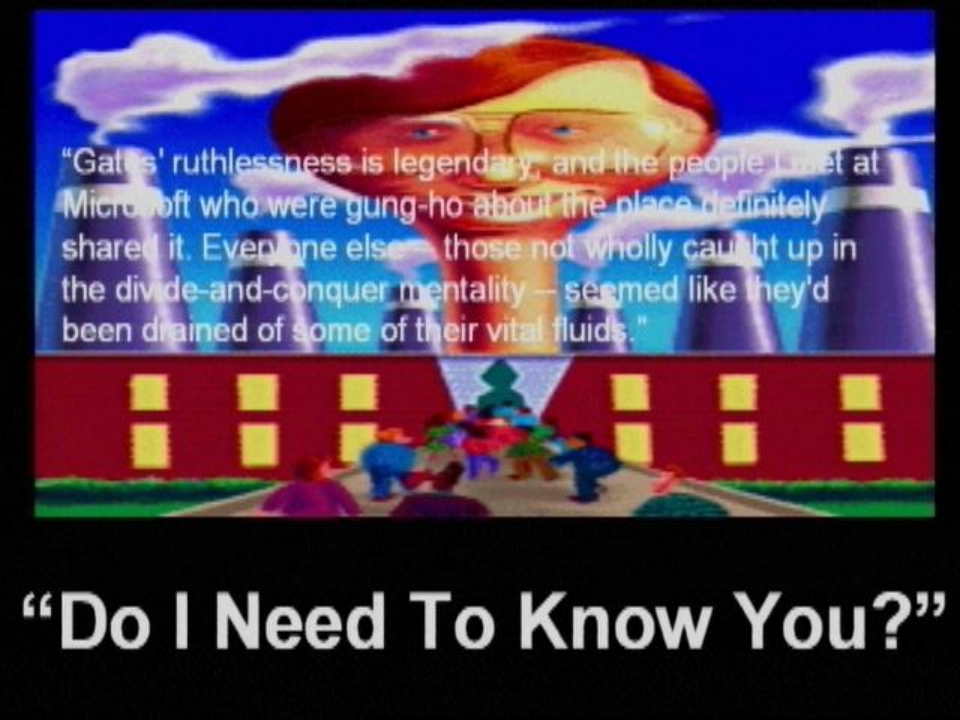


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"First they ignore you, then they laugh at you, then they fight you, then you win."



"Gates' ruthlessness is legendary, and the people I met at Microsoft who were gung-ho about the place definitely shared it. Everyone else — those not wholly caught up in the divide-and-conquer mentality — seemed like they'd been drained of some of their vital fluids."

“Do I Need To Know You?”

"The company has always paid about 20 to 30 percent beneath the industry average, pushes many techies to burnout levels, and pares it's workforce by 5% each year to bring in fresh blood."

**“Relationships
cannot be
bought, traded or
owned. They can only be
built between two groups
who want to
move
beyond
transactions”**



“When a company develops an **ETHICAL CODE** for the **wrong reasons**-i.e. simply to boost sales or avoid lawsuits-ethical standards throughout the organization **actually drop**.”



“Give early and give often”

...FOR YOU SEE, BILL GATES KNEW THAT A
TERRIBLE Y2K BUG WAS COMING, AND HE TRIED
TO RALLY EVERYONE TOGETHER TO FIGHT IT!

YOU MUST LISTEN TO ME..

LET US WORK
TOGETHER OPENLY AND
WITH LOVE TO HELP
EVERYONE!

YOU ARE
WRONG.

THERE'S NO
PROBLEM. IN
FACT, WE CAN
MAKE MONEY
OFF THE
SUCKERS.

MY LIMO'S
HERE,
GOTTA GO!



"I worried about my employment prospects after I became disabled during college, but Microsoft has done a flawless job of ignoring my disability when it is irrelevant, and assisting me whenever it hinders me physically"

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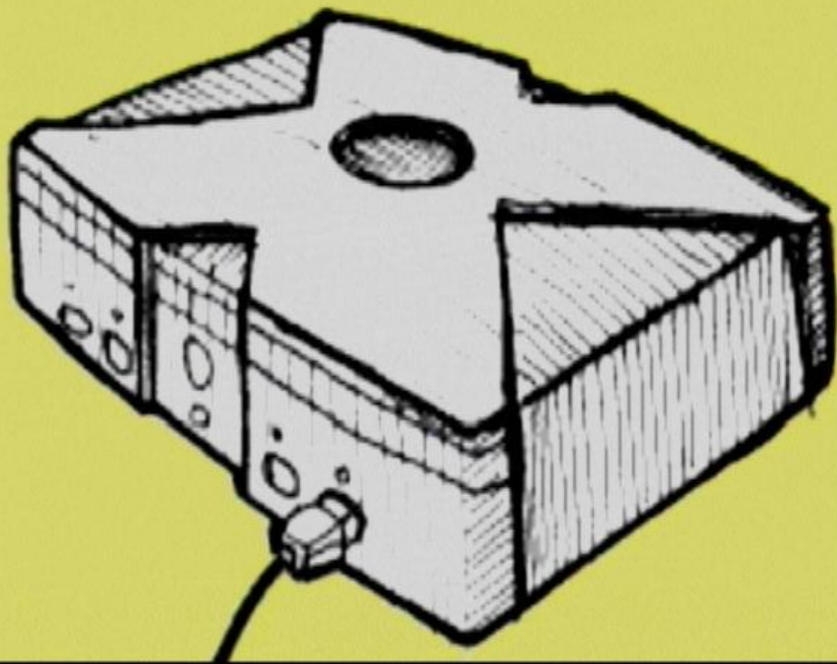


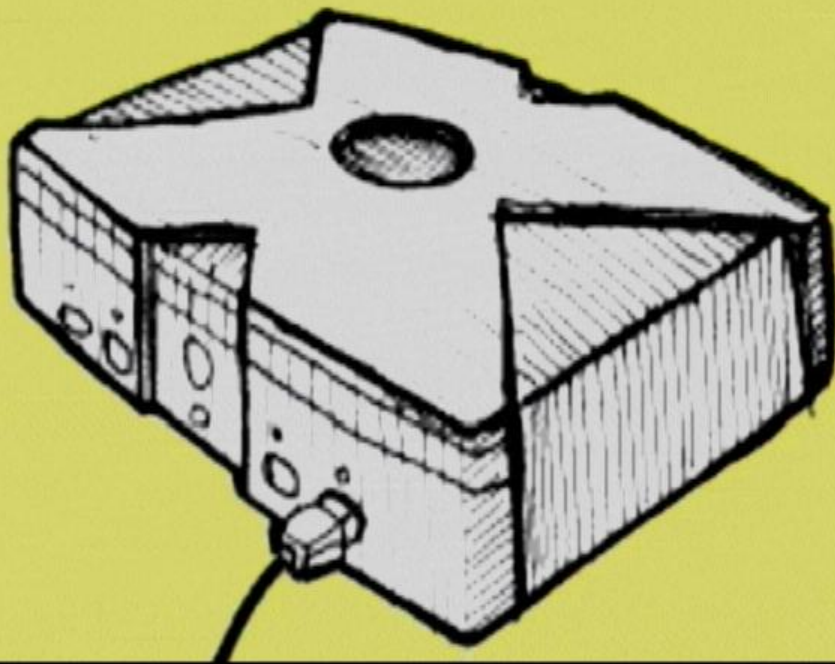
threedegrees

Utilitarian. Striving
for the Greatest
Good? Deontological.
The Golden Rule?

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"A company filled with cutting-edge ideas, rigorous accountability, and relentless attention to detail."



**YOU ARE WHAT YOU DO ?
YOU ARE WHAT YOU CAN BECOME.**

“MBO presupposes that subordinates are independent enough to negotiate (power**), willing to take risks (**uncertainty**), and see performance as important (**masculinity**).”**

“Sawu bona is a greeting meaning ‘I see you’ the response is **Sikhona** ‘I am here’ all part of the spirit of **Ubuntu Ngumuntu** **Nagabuntu** meaning A person is a person because of other people.”

What has happened is the development of a battle weary, war fatigued, bunker mentality, where R&D is as cost. The concept of providing sufficient space for an NHS employee to just 'think', and to do so with sufficient guidance and frequency to allow the thinking muscles to flex and grow, is **unthinkable.**



**WORK COMES BEFORE LIFE ?
LIFE ALWAYS COMES FIRST.**

Doctor Morton's
Famous
**BRAIN
WASH**

and
revitalising unguent



ABV
4.7%

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**“You have no confidence
in yourself. You are weak
and inadequate”**



**THE BOSS IS SUPERHUMAN?
WE ARE ALL HUMAN.**

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Hat
\$8.99



Doctors
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Starting at
\$17.99

BEHAVIOURAL CHANGE?

TEAM COMPETENCY?



THEY are the enemy

There is only ICE

Rule 1: The User Is in Charge

Rule 2: The World Is Your R&D Lab

Rule 3: Good Failures Are Better

Rule 4: Great People Self-Manage

Rule 5: If Users Come, So Will Money



"Microsoft is greedy and dishonest, while the Linux community is naive, unrealistic, and disorganized. Trying to pick between them is like trying to select between George Bush and Al Gore."



"folded together" (*cum+plicare*)

"woven together" (*cum+plexere*)